



Climate Change

CASE STUDIES



The Seydel Companies: Turning Trash into Climate Friendly Treasure

When it comes to reducing their climate impact, The Seydel Companies put their money where their mouth is. Last year's Small Business Partner of the Year, The Seydel Companies not only actively practice waste prevention and recycling but also invented new manufacturing techniques that use waste to make new products. By minimizing the amount of virgin materials contained in their products, The Seydel Companies create a cost efficient production system and a higher profit margin, while reducing their impact on the global climate.



The Seydel Companies realize that by using recycled products in their manufacturing processes, they not only reduce greenhouse gas (GHG) emissions, but also help their bottom line. "Our motives were to increase revenues through raw material cost savings while helping to stem non-compostable wastes and GHG emissions," says The Seydel Companies CEO Scott Seydel.

The Seydel Companies reduce manufacturing costs and mitigate climate change by using scrap plastics as building blocks for more advanced polymer systems. For example, at their Pendergrass, Georgia plant, they created a new product by crosslinking modified PET plastic from food and beverage containers with reclaimed vegetable oil from fast food restaurants. The result is an economical and effective water and oil repellent coating for textiles, paper, and wood products. This profitable product costs less to make, eliminates production steps, and is more effective than virgin chemical counterparts.

They also reduce GHG emissions by constantly monitoring and improving their manufacturing processes. Their manufacturing operations are ISO 9002 certified with the goal of reaching a zero-defect quality level. By ensuring the highest percentage of viable product possible, they avoid spending energy and materials on correcting errors and disposing of waste. By constantly researching ways to reduce production cycle times, The Seydel Companies reduce the energy and associated GHGs used in the production process, saving the company time and money.

The Seydel Companies use recycled plastic to create a climate friendly, effective, and profitable product.

In addition to their manufacturing achievements, The Seydel Companies implemented a rigorous waste prevention and recycling program. In 2001 alone, the company recycled 813 tons of HDPE plastic (from chemical containers and various other types of packaging), which reduced GHG emissions by approximately 312 metric tons of carbon equivalent (MTCE)—an amount equivalent to removing 239 cars from the road for a whole year. Says Scott Seydel, "Our efforts to lessen our impact on the environment are a source of pride for all the Seydel associates."